

**POSITION:** Account Manager, Client Service

**PROFESSIONAL/INDUSTRY EXPERIENCE:** 5 - 7 years

**RESPONSIBILITIES:** The Account Manager (AM) is assigned to an account division and is responsible for the day-to-day strategy implementation and management of direct response fundraising programs for assigned clients. While the AM supports the Account Director, the AM interfaces with and provides direction to key internal teams (analytics, data, project management), external partners (creative, digital), and external suppliers (production, media planning/buying, data processing, etc.) to successfully execute each clients' program.

### **ABOUT THE WORK:**

Newport ONE is contracted to lead and deliver a range of nonprofit's fundraising programs that span the non-profit sector and geographic reach. Each client's fundraising program is custom fit to help them reach their internal goals for growth. The integrated nature of fundraising (whether N1 managed or not) requires the AM to be well versed in all direct response best practices and core tenants (data, segmentation, creative, results analysis, etc.) while espousing a healthy dose of curiosity to learn and know more.

Programs vary and can include direct mail acquisition, renewals, monthly sustainer, mid-level, acknowledgment, email, donation page design and optimization testing, candidate must also be comfortable with reporting and analysis. Due to the complexity of programs, this work requires a high level of attention to detail, focus, ability to prioritize competing deadlines and projects, strategic thinking, and impeccable bedside manner with clients.

### **GENERAL DUTIES**

#### Data

- Partner with internal data and strategy team and vendor suppliers to manage data files, processing instructions, segmentation strategies, modeling, scoring and accurate data output
- Write data requests and data processing instructions as needed and deliver to appropriate team members
- Partner with client data team to ensure the quality and strategy of data is maintained from initial request to processing, to final mail plan output
- Liaise between client and data suppliers throughout data production/processing
- Troubleshoot data issues as they arise

#### Analysis

- Read and interpret campaign and file results
- Unearth the story behind the results
- Articulate responsive strategy opportunities based on results

#### Creative

- Write, review, and approve direct mail production specs for direct mail appeals
- Review creative for project specifications, strategy and client mandates
- Build comprehensive project workbooks to inform all dependent parties
- Facilitate copy and art review/development between client and creative teams

#### Production

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- Partner and negotiate with external suppliers to ensure that client programs are produced and mailed on time and on budget
- Review and approve print proofs and set ups for each direct mail campaign
- Manage project to budgets and communicate changes as needed
- Implement high levels of organization and order to support complex client mail programs

## Planning

- Communicate and manage schedules for all client program/project activities; make sure all projects proceed according to plan and deadlines, drawing attention to potential problems before they occur and communicating the ramifications to the client
- Participates in meetings, provides preparation assistance, prepares reports, strategy memos and other documents for assigned clients

## Client Relationship Management

- Serve as the clients' daily contact for all aspects of their program
- Serve as the face of the support and specialized teams that produce the client's fundraising program
- Offer proactive communication with the client, at times over-communicating, to build trust and simulate an "extension of the client team" experience.
- Partner with Account Director on complex/sensitive client issues

## Culture Fit

The ideal Account Manager is one who is always internally motivated to bring a positive, "can-do" attitude to clients, internal teams, and suppliers. Regardless of circumstances, the AM can maintain a collaborative, positive, and professional demeanor.

## About Newport ONE:

Newport ONE is a leading direct response fundraising agency...but we're different from any agency you've ever experienced. We don't believe in bureaucracy. We are 100% employee-owned and believe in empowering every member of our team to make the best decisions for our clients and our agency. We're an entirely remote (work-from-home) agency, focused on finding the best talent wherever they reside.

At Newport ONE, things look different. Our structure is intentionally flat but highly connected. We only employ client services staff while piecing together the best creative, digital, production, data and other suppliers to fit the client perfectly. This diverse network of a client team creates an environment for greater ownership of client programs and the work at hand. Our hands-on approach allows each Newport ONE employee to feel like they can more effectively influence the client's program and as a result, increase the client's missional impact.

The salary and benefits for this position are highly competitive, including a strong base, bonus potential, company-paid medical and dental insurance, and unlimited vacation.